

It is a film dedicated to Action Against Hunger, an international NGO which, for several decades, has been working to reduce problems linked to hunger throughout the world.

We made the decision to address a number of abuses specific to NGO humanitarian advertising on the subject of hunger, which end up hurting the cause.

- - An issue with advertising representation: The excessive use of primarily emotive and accusatory, or even alarmist, creative grammar which ends up hurting the cause.
- - An issue with the perception of reality: More than one in two French people sense that the situation is worsening, whereas progress has been made in the fight against world hunger.
- - A distorted perception of reality which results in feelings of apathy and inevitability about hunger.
- - An issue with identifying the key players: ultimately, collective campaigns that struggle to establish any distinction or positive recognition for the NGO that speaks out.